MSDI BUSINESS CASE
MSDI Open Forum, 30th January 2013

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AGENDA

▌ Presentation of the speaker

▌ What is a business case and why is it needed?

▌ The MSDI business case approach

▌ The Benefit Map – what are the benefits in the MSDI project?

▌ Business case results

▌ 3 to 5 greatest challenges to MSDI implementation today

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PRESENTATION OF THE SPEAKER

Principal Consultant
Peter Godiksen

❚ Profile
  - ❚ M.Sc. Aalborg University - Surveying and planning (1992)
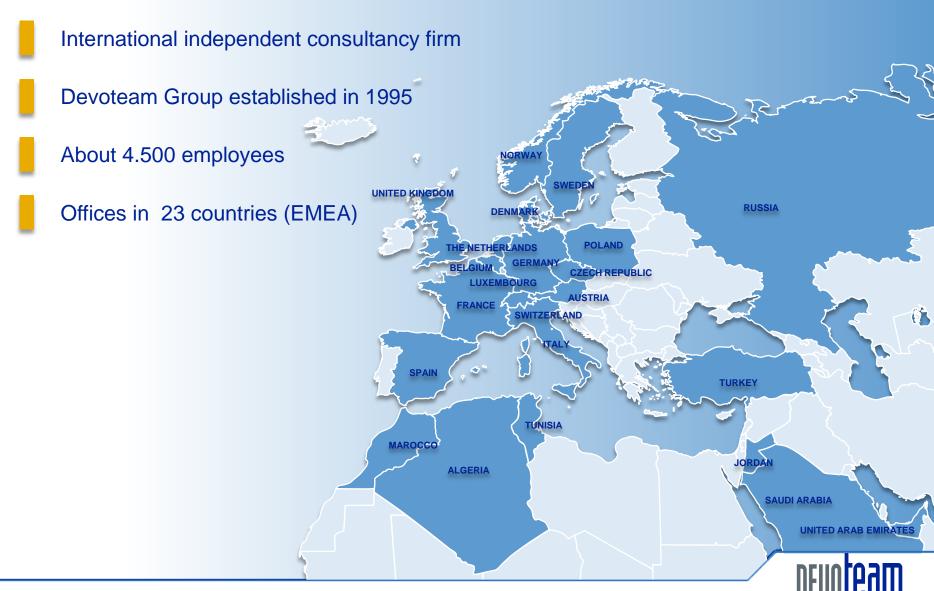
❚ Competencies
  - ❚ Commercial use of IT in the public sector
  - ❚ Geographical information systems (GIS) and spatial data
  - ❚ Public planning
  - ❚ Business Intelligence
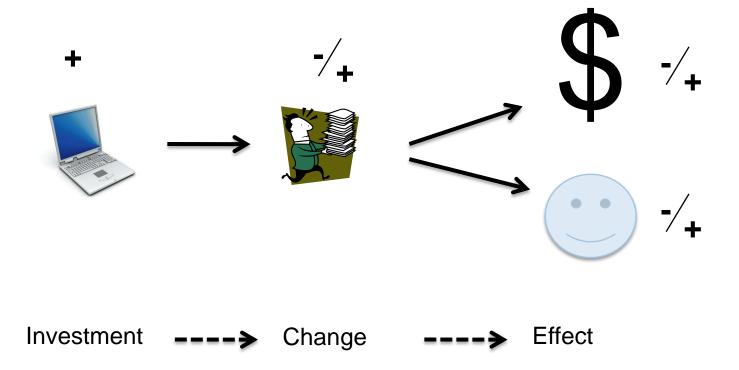 - ❚ Project management

❚ Projects
  - ❚ Business case for Maritime Spatial Data infrastructure (Danish Ministry of Environment)
  - ❚ Business case for reuse of building and property data The Ministry of Housing)
  - ❚ Identification of needs and specification requirement for the preliminary project of Digital Road Network (The Danish Road Directorate)

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WHO IS DEVOTEAM? - DEVOTEAM GROUP

- International independent consultancy firm

- Devoteam Group established in 1995

- About 4.500 employees

- Offices in 23 countries (EMEA)

NORWAY
SWEDEN
UNITED KINGDOM
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THE NETHERLANDS
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BELGIUM
GERMANY
CZECH REPUBLIC
LUXEMBOURG
AUSTRIA
FRANCE
SWITZERLAND
ITALY
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TUNISIA
MAROCCO
ALGERIA
JORDAN
SAUDI ARABIA
UNITED ARAB EMIRATES

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| Investment | ----> | Change | ----> | Effect |

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WHY IS A BUSINESS CASE NEEDED?

▌ The business case captures the reasoning for initiating a programme, project or a task

▌ The logic of the business case is that, whenever resources such as money or effort are consumed, they should be in support of a specific business need

▌ A compelling business case adequately captures both the quantifiable and unquantifiable characteristics of a proposed project

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THE MSDI BUSINESS CASE APPROACH

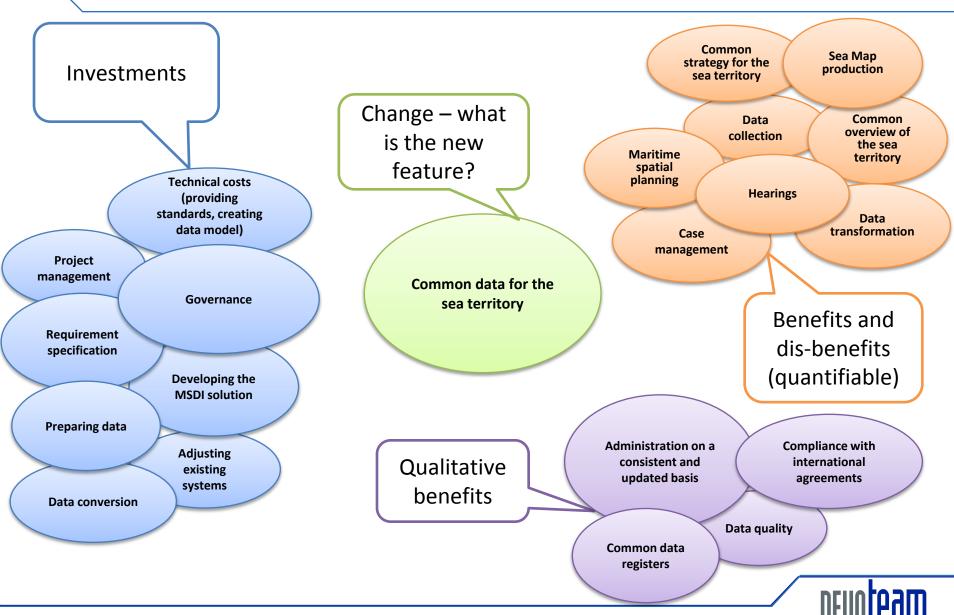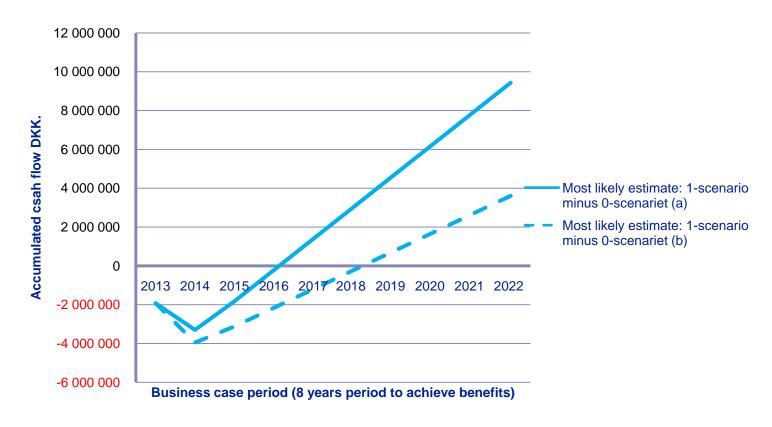| Identifying benefits and dis-benefits	Estimating benefits and dis-benefits	Business case calculations	Business case report
① STEP	② STEP	③ STEP	④ STEP

Investments

Change – what is the new feature?

Economic benefits

Qualitativ e benefits

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Investments

Change – what is the new feature?

Technical costs (providing standards, creating data model)

Project management

Governance

Requirement specification

Developing the MSDI solution

Preparing data

Adjusting existing systems

Data conversion

Common data for the sea territory

Common strategy for the sea territory

Sea Map production

Data collection

Common overview of the sea territory

Maritime spatial planning

Hearings

Data transformation

Case management

Benefits and dis-benefits (quantifiable)

Qualitative benefits

Administration on a consistent and updated basis

Compliance with international agreements

Common data registers

Data quality

Summarising Business Case Table

3 TO 5 GREATEST CHALLENGES TO MSDI IMPLEMENTATION TODAY

Challenges	Category	Consequences
① Lack of agreement across authorities in terms of establishing the MSDI	Stakeholders	Only a limited sample of authorities support the MSDI, and the solution might not be established
② Lack of resources in the project organisation	Organisation	The project takes more time to implement than estimated, or quality will be worse than expected
③ Lack of resources from the authorities to contribute to the project e.g. in terms of delivering data.	Organisation	The project takes more time to implement than estimated, or quality will be worse than expected

Challenges from the risk analysis of the Danish MSDI business case

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CONTACT INFORMATION

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CONTACT: Peter Godiksen

PHONE: (+45) 2271 2852

EMAIL: peter.godiksen@devoteam.com

COUNTRY: Denmark

WWW.DEVOTEAM.DK

AUTHOR: Peter Godiksen

DATE:

FURTHER
INFORMATION: www.devoteam.com

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WHAT ARE OUR VALUE PROPOSITIONS?

IT effectiveness

- Reducing costs on IT infrastructure
- Simplifying IT architecture
- Reducing operating costs

Decision support for public and private organisations

- Helping with the IT strategy and conducting analysis such as Business cases, market analysis etc.
- Assisting with procurement and use of IT
- Mobilising and motivating the organisation

Rethinking business processes

- Rethinking processes
- Implementing technologies
- Introducing continuous Improvements

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